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WITH WHICH IS INCORPORATED

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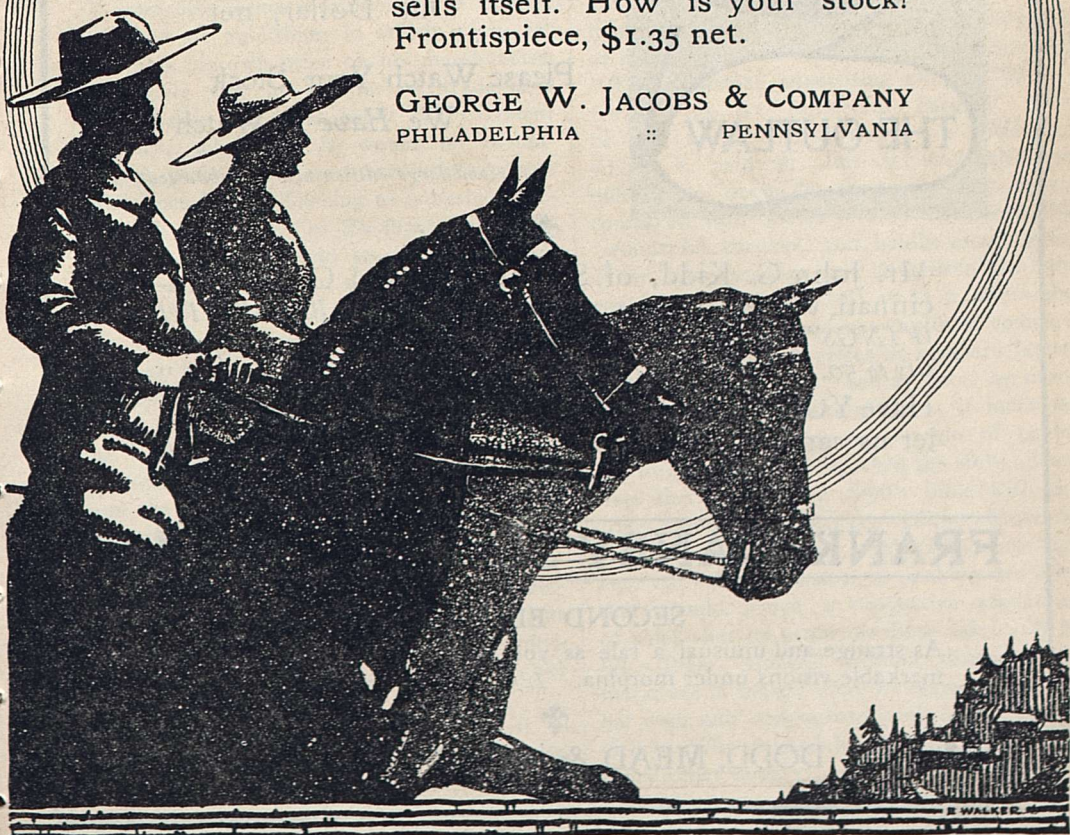
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The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

February 26, 1916

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For subscription and advertising rates see first page of Classified Advertising.

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

WHY PRICES ON BOOKS?

THE reason, of course, that books lend themselves to price-cutting is that they bear widely advertised established prices. Did they not bear retail prices fixed by the publisher, and did not the publisher see fit extensively to advertise those prices, there would be but little incentive to sell at cut prices, for there would be an absence of that clear criterion of relative values which gives the cut price its advertising force.

It naturally seems revolutionary to suggest a method of publishing in which every retailer sets his own price on his merchandise, deliberately and by custom of trade—and the publisher makes no public advertisement of prices whatever. It would be revolutionary; perhaps the most revolutionary step taken since book publishing as a business began back in the days of the incunabula. We do not believe it would be practicable; but it is conceivable and, in these days of stress when the trade is weighing and testing every plan promising betterment in the cut-price situation, it may be worth while to examine a little more closely this book pricing axiom.

The question is by no means an original one. It was the alternative plan advanced in Great Britain twenty-six years ago at the time the net system (following the Continental lead) was established there. Back in 1911, if we remember rightly, it was the subject of spirited discussion at a London meeting of the National Book Trade Provident Society. It has several times in this country engaged the attention of economists, if not of practical book men.

It is somewhat difficult—so alien is it to all our present trade methods—to imagine the situation if books were published and

advertised by the publisher without any suggestion of their retail price. Booksellers would buy books as dry goods stores buy handkerchiefs, dress goods or buttons—to set what price they pleased (subject to the general competitive conditions of the trade) upon them. The argument in favor of the system is, of course, solely that, by eliminating everything in the nature of an official or standard retail price, price-cutting would lose much of its zest.

But, after all, would it? The reason each retail dry goods store can to a certain extent set its own price upon buttons, carpets, trimmed hats and dress accessories, at one time marking up a one hundred per cent. profit and at another none at all, is that no exact comparison is generally possible between the goods it is selling and the similar goods of its competitor. The public must detect the difference for itself, and the further the store goes in pointing out the likeness between the goods it offers and the competitor's, the narrower the margin of surplus profit it is able to command. The more clearly you point out the similarity between your goods and your competitor's the greater the advertising value of your price (if it be lower than his), but the greater also the difficulty of making it lower and still retaining a profit.

The bookstore advertising simply "Bibles" for \$2 as a "wonderful bargain" may be able to get that price for a Bible for which it paid \$1, but it may also be difficult to persuade customers that it is, compared with Bibles offered elsewhere, the "wonderful bargain" you boldly assert it is. When, however, that store advertises "the only red letter minion Bibles" at \$2 it offers the purchaser more of an opportunity to compare values, and hence, if prices do compare favorably, stimulates sales; but at once, as more clearly direct competition enters, it increases sales only at a decreased margin of profit. So, to go a step further, when the store advertises the "well-known Smith Bible with the Jones notes, the Centenary edition bound in full morocco, regularly sold at \$3, now \$2," etc., etc.—that bookstore is making an offer that should prove a productive stimulator of sales—but its profit on those sales may be nil. Plain "Bibles," without distinguishing mark, are in a class with dressgoods and hats, but each new copyrighted book is exactly and clearly differentiated by its title alone from every other book.

What would happen if books were issued un-priced? In the first place it is difficult to believe that wholesale prices, with no retail price check upon them, could be kept effectively standardized. It is possible now for a variety of reasons for a favored buyer to get "one-third and five" while his neighbor gets but the third off, possible in only too many cases. What would be the wholesale case if the system were one, not of discounts from a fixed price, but of retail prices "as you please?"

What would happen to retail prices? Probably impromptu local standardization and sporadic price-cutting—with all prices, standardized and sporadic, below the profit point. For A, having received his consignment of "The Jest of Death," would not dare price it in his windows till he had sent a boy around to B's windows to see what B was putting it out at. Whereupon either A and B would "cut" the life out of "The Jest of Death" (appropriate title in such a case!) or else, being sensible folk, they would, perhaps without any definite understanding, hit on and maintain a price that would to all intents and purposes be the "fixed price" for their town.

If A did a mail order business, however, (and few booksellers do none nowadays) he would shortly meet with the fact that M over in a neighboring town was quoting "The Jest of Death" at prices 10 per cent. lower than his own. Whereupon either A and M would have to standardize their prices or run the risk of losing custom through comparison of prices.

Nevertheless, though the plan would seem thus to lead back indirectly to a standardized price without any of the practical advantages of the present system of publisher-standardized prices, it would have some advantages from the retailer's standpoint. In the first place the bookseller would gain from the publisher the price-setting power—and that is no inconsiderable matter. In the second place while the retail price arrived at in any given town would probably be the price for that town it is not so clear that a national standardized price would inevitably follow. Where a town had but a single bookseller he would be placed in a singularly advantageous position, especially if he asked but a reasonable advance for himself and acted as a real bookseller, the literary mentor of his patrons. Where special conditions, as in the Pacific Coast territory, really justified a higher range

of prices, such a plan would make such a locally advanced sale of standardized prices feasible.

Some bookstores catering to a high-class clientele could probably without difficulty get \$1.50 for the novel which the publisher, with the whole country in mind, is now marking at \$1.35, whereas now, of course, a novel widely advertised at \$1.35 cannot be sold to any trade by any bookstore at \$1.50. In other words, if every bookseller bought that novel wholesale at \$1 and then set his own price upon it, more exact price-adaptation to local and special conditions might be made.

The conveniences of the priced book, from the buyer's standpoint, are however so many and so obvious as to outweigh, it seems to us, the somewhat doubtful advantages to the bookseller of the un-priced plan. Book-buying would be made more complex instead of more simple; if the order were worth "shopping" for it would be shopped around; the result would be a reversion to the outworn buying tactics of the Orient, an infinite waste of the time of both buyer and seller, and an always present feeling with the former that after all the lowest market price had perhaps evaded him. The subject is an inviting one for speculation, with some interesting ramifications: the change does not seem to us desirable.

A RECENT issue of *Printers' Ink* tells us that Post Office Department officials "have been surprised to note the agitation in Congress against the [periodical] publicity law and in favor of its repeal or amendment. They had gained the impression that publishers in general had become well reconciled to the idea." As if any sane set of business men could become reconciled to an exasperatingly small recurrent annoyance that they knew to be not only unnecessary but really futile. Its purpose can be easily evaded by any publication desirous of being evasive, and no other publisher needs that meticulous sort of coercion provided for in the existing law. No one cares particularly to be told every six months who owns ninety-nine per cent. of the periodicals of this country; and a law would certainly seem to us to answer every purpose if it provided that any periodical enjoying the second-class privilege must, *on the request of the Post Office Department*, divulge the information now exacted. We are quite sure the Post Office Department would never worry

the ninety-nine per cent. aforesaid and would be glad to be relieved from this particular burden.

PUBLISHING: THE BUSINESS, ITS PROBLEM AND THE SOLUTION

The first of two articles by TEMPLE SCOTT.*

I. THE BUSINESS AND ITS PROBLEM.

PUBLISHING, like every other economic activity, is an enterprise for profit-making. The publisher is not interested primarily in publishing, say, Darwin's "Origin of Species" because of a desire to assist in contributing to the world's knowledge of natural science; he publishes it because he wants to make money out of the sale of the book which embodies Darwin's researches. That his business activity contributes to the dissemination of this knowledge may be, and very often is, a real consideration with him in the enterprise, but it is not, and it should not be, the prime consideration, except in so far as it will help him in making profits. The prime consideration is his answer to the question: Will the book sell? His business, therefore, is based very largely, if not altogether, on his right judgment—on his power of sensing the public's wants.

Now while this is more or less true of every business, from selling boot-laces to selling watches and locomotives, it is peculiarly so of the publishing business. It requires no profound exertion of the mind to arrive at a valuation of the selling power of bread, beef, potatoes, milk and other foods. These are necessities of life and must always be in demand. That is why we find more businesses dealing with foods than with any other merchandisable articles. Books, however, are not in the class of necessities; indeed, except by comparatively few, they are held to be luxuries. The selling-power, therefore, of books must be limited. Consequently, it requires a finer judgment to weigh what selling power they possess—a judgment not based on personal appeals but on a real knowledge of human nature and the social conditions prevailing at the time. Given that power to sense the public's wants the enterpriser in publishing is well-fitted for beginning his adventure.

But judgments, be they never so acute and able, are not infallible. Economic forces are so variable, influenced as they are by the inconstant forces of human likes and dislikes, that to calculate the resultant force is an impossibility. In economics, therefore, all judgments are, and must be approximative judgments. Furthermore, *humanum est errare*, and this fallibility is increased a thousand fold in a business such as publishing, which is so largely dependent on opinion and sentiment. Thus it may happen, as it often does, that one important error or a few minor ones will lose all the gains made by many more right decisions. It is these elements of uncertainty and danger which are such constant

factors in the business of publishing that have earned for it its speculative reputation. And so important, indeed, are these factors, that the percentage of failures in the business, during the last fifty years, is higher than in that of any other business; and that, despite the fact that firms have made large profits out of many right judgments. The publisher of Mrs. Henry Wood's novels must have realized a fortune in profits from the sales of that estimable lady's writings in England, and yet, after two generations of life, he was compelled to retire from the business. What Charles Dickens's publishers made out of his works is not known, but without a doubt, it was a sum not much less in amount than that which Dickens himself made, and that was quite large. Yet the firm was compelled to reorganize under new management. These two examples, two only out of many, go to show that there must be possibilities for losses in publishing of a number and character far greater and different from those in most other economic activities.

Of course, the most profitable of enterprises can be ruined by bad investments; but the peculiarity of publishing is that the investment is rarely considered a bad one—that it is always made on what is seemingly the soundest of judgments, judgments that have been tried and not found wanting in the past, and that give every reason for being right in the new undertaking, and that, yet, often prove wrong. To safeguard himself the publisher does not rely entirely on his own opinion, but pays for advice from others, from expert counsel. Thackeray, James Payn, George Meredith, Andrew Lang, John Morley, Hall Caine, and many others as distinguished have been called upon for their judgments. It might be thought that the judgments of such men would surely be correct; but the history of publishing tells that large profits have been made from works which these advised against, and also that large losses have resulted in what they recommended. We can quite see, therefore, why it has been considered foolish for any man to adventure in the publishing business without a large capital to tide him over the mistakes he must inevitably make.

Scott said that publishers "are the only tradesmen in the world who professedly, and by choice, deal with what is called 'a pig in a poke.'" And what was true in Scott's day is true in a wider sense to-day. The element of uncertainty has increased with the increase in the number of tradesmen, which has lessened the chances for success, and with the growth of the new profession of literature which has attracted to itself a large number of workers all producing "pigs in pokes." The publisher now finds himself almost dazed before the task of separating the precious grains of wheat from the mountain of chaff which is yearly threshed by men and women of letters. Instead of only one or two "readers" he now employs a staff of sifters as well, thus increasing his expenses with no guarantee of success; for an army of readers is as

*Copyright 1916 by Temple Scott.

liable to error as is a single individual. Besides, the more the number of judgments the more difficult will the anxious publisher find it to pick out the right one. There is no economic wisdom in a multiplicity of counsellors; since the richest literature is too often the poorest in profits, as the publisher has found out to his sorrow. Competition, also, has hurt him as an individual enterpriser. In other economic activities competition compels excellence of product. In the publishing business, however, the publisher has no control over the product, except the book as a manufactured article. Over the stuff of the book itself the author alone is responsible. Books are bought for the value of their contents as ministering either to the mind or the emotions; they are not bought as articles for consumption or use as such; and as the mind and the emotions are very quickly surfeited, competition in the publishing of books is apt to lead to over production. That is the explanation of the "remainder" business which has come into existence to profit by the publisher's losses. The "remainder" dealer sells at a price less than they cost even to manufacture, apart from other charges they entailed, those books which have "failed" and on which the publisher is glad to realize even a little money rather than hold them as dead stock.

Amid this stress of circumstance the publisher has finally come to the conclusion that discretion is the better part of valor. He now either specializes in a particular class of books or he waits for the writer "to arrive" before he invests his money in his work. In other words, he either caters for a limited and easily accessible market or he pays more for the pig after it has been taken out of the poke and its "points" ascertained and valued.

Specialization in publishing is confined, in the main, to school books and technical books, including in this latter term all works treating of applied science and applied art. A few firms deal largely with theological and juvenile books; but these accept books on other subjects also when they believe there is profit to be made out of their publication. In the text-book and technical-book fields the judgment of the expert is the one judgment to be relied upon. This holds good on the presumption that the publisher has, in his turn, sounded the market as to its buying capacity, which is not difficult for him to do. In the school-book field, however, this attention is an art as well as a business, but, as it is outside the sphere of publishing proper, it may be omitted from our present consideration, which has to do with business and not diplomacy. In the technical-book field the work by the best authority on the subject is the work most likely to sell, even regardless of the price. As the books are costly to manufacture and as the sales must be limited the prices must be high. We thus see that special publishing is, on the whole, a fairly simple enterprise.

It is quite otherwise, however, with general publishing, which is still a very complicated affair even after the publisher has simplified

it by what I have called his discretion, namely, by his determination not to buy "a pig in a poke," but to buy the pig after he has thoroughly tested it and satisfied himself it is worth the higher price asked for it. I will drop the metaphor and call the hog by his right name—the author. The author who has arrived, that is to say, who has made a reputation and considers himself, or is considered, in the class of "best sellers," so-called, is generally "managed" by an agent. This means that his price is high. It must be high since the agent, practically, offers the author's works for sale at auction. The highest bidder gets the article. Now what considerations are to guide the publisher in coming to the new judgment which the new conditions demand? What is the largest amount of money he can afford to pay? There are no considerations other than the statement supplied by the agent giving the number of copies sold of the author's books. It is true the publisher can read the new work and come to some opinion with regard to it; but he cannot be certain that it will be as good a "seller" as was the author's previous work. He must, therefore, once more speculate—that is, gamble on the chance. Of this he may, however, be certain, that the amount the agent will ask in advance on royalties will be, at least, equal to the sum total of royalties earned by the previous book. With some authors it will be in excess of that amount. Mr. H. G. Wells has publicly stated that he makes it a rule to obtain an advance payment of a sum which he is convinced will more than equal the royalties on the book's total sales. He does this because he prefers to trust his own calculations rather than the statement of sales made by the publisher.

The publisher is now in a position to exercise his mathematical ability. Let

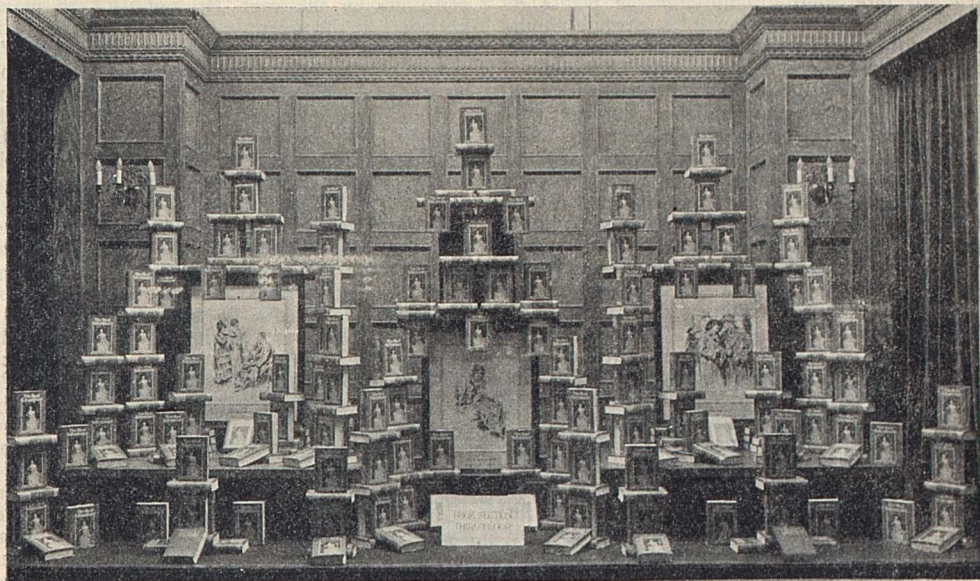
x = amount of money paid the author in advance of royalties

y = amount of money to be received from sales

z = amount of working expenses, advertising charges and bad debts

o = cost of manufacture of the books.

Then, at least y must be equal to x plus z plus o , or there will be a loss. Actual figures can be submitted for x , z and o , but the y is the unknown quantity. Until the enterprise is completed the y is invariably followed by a note of interrogation and a fearful silence. What shall the publisher do? Surely, there's nothing left for him to do but gamble on the chance. And this is what he does. Immediately he finds he is sitting on the anxious seat. Now what does he do? Just what an anxious, nervous man is certain to do. His publicity man is given orders to spread the news broadcast; his salesmen are sent speeding north, south, east and west to drum up orders from the trade; his manufacturing man is given strict commands to cut paper-maker's, printer's and binder's prices to the rock bottom; and he himself sits down to "dope" out how much he can afford to spend on advertising. The entire machinery of



DISPLAY OF HENRY KITCHELL WEBSTER'S "THE REAL ADVENTURE" (BOBBS-MERRILL CO.) MADE BY MARSHALL FIELD & CO., CHICAGO.

his plant is set going and kept going at high pressure, so that his own anxiety and mental strain is communicated to every person in the place. Outside the drummers are shouting—"best sellers"; inside the publisher is breathing hard and asking himself: "Will the sales reach the goal?"

At last the horse is off and the advertising jockey is in the saddle whipping the brute with might and main, for, sad to say, another "best seller" is in the field. Oh, well, he has gambled so much he will put another thousand on advertising to spur the animal on. He saved something on *o*, so that he can afford to put it into *s*—and into *s* it goes. And now he is eagerly scanning the returns from the travelers, day by day, week by week, until relief comes with the figures which assure him that the advance sales warrant him in believing that there will be little or no loss. But now he is faced with the question: Will the book continue to sell? For on its further sales he depends for his profits. And to that question there is no certain answer other than actual sales.

If the sales keep up he is content and even willing to let them go on their own gait. If the sales flag he will endeavor to whip them up by more advertising, for he knows from sad experience that the bookselling trade cannot help him unless he keeps the publicity campaign going. But he dare not spend too much lest he find he is whipping a lame horse.

This, practically, is the business of publishing so far as "best sellers" are concerned. Summed up in a sentence, it is a bet on a horse of recognized pedigree and past form in the belief that the animal will live up to form.

But the business of publishing, fortunately or unfortunately for publishers, is not confined to selling "best sellers." The reputable and successful firms sell many other classes of books:—books on poetry, the drama, philosophy, economics, history, biography, the fine arts, novels of merit by unknown writers, and the standard classical works in English literature. How is business done with such books? How are they sold?

My experience compels me to answer that they are not sold—they sell themselves, because of the natural demand for them made by a better education and a larger civilization among the people. As a business publishing is, to all intents and purposes, carried on on similar lines to-day to what it was fifty and even a hundred years ago. The difference between the old and the new methods of disposing of books is not so wide that it calls for any special comment. The book, now as then, is read, approved, manufactured and traveled round the trade. There is more publicity obtained to-day from reviews in a larger press and by a more or less stereotyped style of advertising in the newspapers and magazines and by means of some circularizing and cataloguing; but the main avenue for sales is, as it was a century ago, the booksellers and their shops. In England and the continent of Europe this avenue is a genuine means for distribution and sale, for the booksellers there do, as a rule, make it their business to know the article they are offering for sale and exercise themselves to sell it. In America booksellers are not trained in their business; as a consequence they are largely ignorant of the human values of the books they are asked to sell. This ignorance reacts on their temperaments to the degree that they

are not interested in studying the wants of their customers, and prefer to confine themselves to disposing of such books as are called for and ordered. They prefer the "best seller" to the best book. In this respect, of course, they are very like the publisher, but the publisher, unlike the bookseller, does, at least, try to know the value of his wares and to make strenuous, if too often futile, efforts to recommend them.

What guides a bookseller in his buying? That is a hard nut to crack. We know what guides him in his dealing with a "best seller"; but how does he arrive at a judgment on, let us say, Royce's "Problems of Christianity," Chamberlain's "Foundations of the Nineteenth Century," Eucken "The Truth of Religion," Butler's "The Way of All Flesh," Ellen Key's "Love and Marriage," Mary H. Kingsley's "Travels in West Africa"? It is impossible for him to judge of their contents in the brief visit he pays to the traveler in the hotel, and the odds are on the traveler being unable to enlighten him. And if he were even really anxious to acquire the knowledge necessary how can he find the time which the multiplicity of books published would compel him to devote to his purpose? Of course, there are other ways open to an intelligent bookseller, but he has to be taught these ways; and herein may be found the solution of the bookseller's problem—for he has his problem, too. In the meantime, it is up to the publisher to help him; and this the publisher tries to do. But how does he do it? In nine cases out of ten the bookseller has never heard of the book or its author until the traveler shows him the sample copy. If he is given a prospectus or circular the matter printed is so worded and framed that the poor shop-keeper is at his wit's end to understand it. Assuming he has before him for the first time any one of the books I have just mentioned, the average bookseller must "pass" it. He can't help himself, and the publisher has not helped him to help himself. And yet I make bold to say that in every town of 50,000 inhabitants in the United States there are to be found at least ten people each of whom would be grateful to possess all these books. Why are they not sold?

There are two answers to this question. They are not sold, in the first place, because the bookseller has resigned his true profession by entering into competition with the department store in selling "best sellers," and reprint "truck." They are not sold, in the second place, because the publisher has not known how to press home their human values along lines of least resistance and cost. As I am dealing with the business of publishing, I shall omit the bookseller from my present consideration.

I began by affirming that the publisher is in business to make profits. If he is a publisher for any other purpose he is not in business. While it is true that his business is a peculiar one in that he is, at one and the same time, manufacturer, distributor and discoverer, the books he discovers and manufactures are articles for sale. The *raison d'être* of his enter-

prise lies in the verb "to publish," to make known for the purpose of making sales. In other words, he is a judge of the public's taste in literature and a manufacturer of books secondarily. Primarily, he is a publisher; in other words, he should be an advertiser. Now how many publishers do really consider themselves in the advertising business? I have the temerity to answer, not one. Indeed, I am almost inclined to believe that they would feel themselves insulted and their business degraded in their eyes to be so considered. As I am discussing publishing from the economist's point of view and not the anthropologist's, I press the question: how are books to be sold if not by the methods of publicity? The methods by which books are sold at present are the antiquated methods of the bookseller and the catalogue. Only tentatively, hesitatingly and spasmodically are modern advertising methods employed. I am not now referring to the exploitation of the fiction known as "best sellers," though even with these the advertisements, both as to their quality and quantity, leave much room for improvement. I have in mind those thousands of books on poetry, philosophy, the drama, economics, history and biography, which are manufactured, presumably, for the reason that they will sell well and make profits. These are largely left to take care of themselves; they are floated on the sea of commerce, with an ignorant navigator of a "drummer" who takes on an indifferent pilot of a bookseller, in the child-like faith that the merits of the works will surely bring them safe to some harbor or other. A few delicately worded announcements are made that the vessels are to sail on such and such a day, and that the price is so and so. Is it surprising that so few people are interested or even aware of the event?

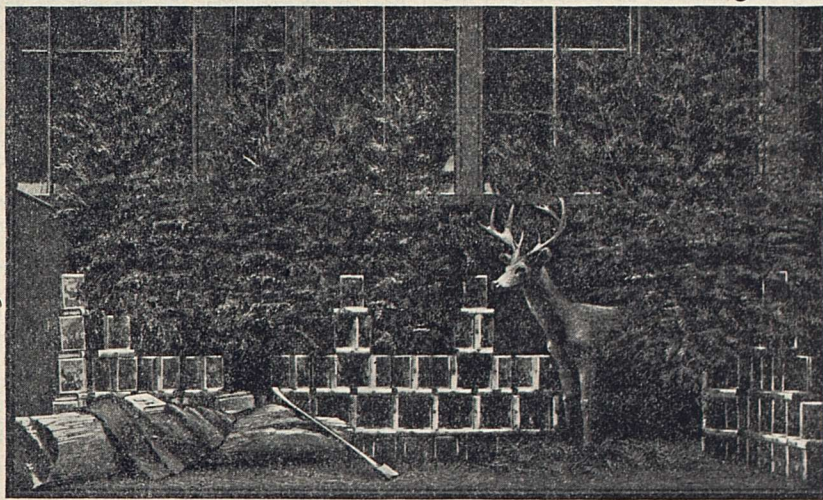
Now my contention is that such books are of far more value to the public and, therefore, of far more importance to the publisher, than the short-lived novel. They form the backbone of his business; they are the staple articles of his trade on the sales of which he should be in a position to rely, year in and year out, for a constant revenue. The novel, except in rare single instances, is born and dies in a season. A publisher of novels only is compelled to renew his business almost every six months; for what stock in sheets and plates he has accumulated is, in most cases, valueless at the end of that period. Such a publisher, as I have already suggested, is a speculator and not a business man. The publisher's principle in his business is the principle underlying every other business, namely, to establish a firm which shall prosper and grow by its inherent virtues, those virtues of integrity, ability and far-sightedness which are exercised in the service of the public, and for which the public are only too glad to pay. The publisher who speculates and gambles is in great danger of overstepping the bounds of these virtues—he is not organizing but *morganizing* his business. And the business of publishing calls for these virtues in a degree far higher than they are

called for by any other business, for the reason that it serves the intellectual and spiritual wants and not the so-called physical necessities of life. Could we analyze the failures which have occurred and continue to occur in the publishing world we should, I feel certain, find them to be due to some lack of these qualities in the enterprisers.

Bearing in mind, the special and particular appeal the publisher must make for the purpose of his business, the great question is—How shall he make it? Having decided to publish the biography or history or social work, how is he to sell it profitably? In other words, the business of publishing being to manufacture and sell books for profit, the

vital interests not only of authors, publishers, and all the manifold allied industries, but of the general public as well.

"At the best, the government plan is a serious blow to publishers, who cannot treat books like bread and sugar and other foods for the body by raising the purchase price and expecting the public more or less cheerfully to pay the difference. Up to a point this might be feasible, but beyond that point the public would revolt—and probably go to the theater instead, at far greater cost. The crisis is more serious still where educational books are concerned. It will be a strange commentary on our war against German *Kultur* if we adopt as one of our weapons a prohibitive price on



A REALISTIC DISPLAY OF AN OUT-OF-DOORS NOVEL, "THE PROMISE"
BY JAMES HENDRYX (PUTNAM'S), MADE BY THE BRENTANO
STORE IN WASHINGTON

problem is stated in the question: How are books to be sold widely and profitably?

I shall attempt to give the answer to this question in my next article.

HOW ENGLAND REGARDS THE PAPER EMBARGO.

"The government scheme to prohibit a large percentage of the imports into this country of paper and paper-making material, owing to their great bulk and consequent influence on tonnage, brings the whole book trade, as well as the newspaper world, face to face with a crisis for which it is ill prepared," says the *London Times*. "Already the war has saddled the trade with a heavy handicap in the shape of increased cost of production in every department—paper, printing, binding, etc.—and shortage of labor all round. Paper which publishers could buy at 2½d. a pound before the war now costs from 4d. to 4½d., and what it will reach if the worst comes to the worst with Mr. Runciman's proposals it is impossible to say. One paper-maker confidently predicts a paper famine, and with the price at 8d. a pound, this would affect the

the educational apparatus of our own rising generation.

"Unless the proposals be modified many new books prepared for the spring are likely to be postponed, even by those publishers who ordered their paper in time. The more expensive books, however, with their comparatively restricted sales and larger margin of profit on each copy, are not at present so seriously affected as the cheap and popular reprint, the infinitesimal profit on each copy in this case being profitable only by means of an immense circulation. Throughout the trade the difficulty in regard to paper has been rapidly increasing during the last few months. Publishers who before the war could order all they were likely to require for months ahead, and have it stored for them at the paper-maker's, drawing it and paying for it as their needs arose, are now forced, in that respect, to live from hand to mouth.

Looking pleasant at your salespeople may so cheer up some of the scared ones that they will double their day's sales.—Hodgkin:
"Manual of Successful Storekeeping."

BOOK-TRADE ASSOCIATIONS.

NEW YORK BOOKSELLERS' LEAGUE.

The Booksellers' League will hold its first lecture of the year at the salesrooms of The Baker & Taylor Co., 354 Fourth Avenue, New York, at Twenty-sixth street, on Tuesday evening, February 29, at seven o'clock. The heads of different departments of The Baker & Taylor Co. will give short talks on "The Jobber's Service to the Book-trade." After the talks those present will be conducted through the different departments and stock room, thus giving them an opportunity to become familiar with the workings of one of the largest jobbing houses in the country. All members of the book-trade, regardless of whether they are members of the League, are cordially invited.

BOOKSELLERS' ASSOCIATION OF PHILADELPHIA.

Saturday, February 19th, Ladies' Night with the Booksellers' Association of Philadelphia, brought out the largest attendance in the history of the Association, one hundred being present. Jane Eayre Fryer, the author of the "Mary Frances Cook Book," "Sewing Book," etc., gave an interesting talk on her own books. Georgina Speare, the lady bookseller from Utica, New York, who specializes on children's books, gave an unusually good trade talk which struck a new note in the book-selling world. Dorothy Dix, of newspaper fame, the closing speaker, made a great hit with everybody present.

STATIONERS AND PUBLISHERS BOARD OF TRADE BANQUET.

The committee in charge of the annual banquet of the Stationers and Publishers Board of Trade—on which the book-trade is represented by Chas. A. Burkhardt, George Wheelock, J. Schermerhorn and W. G. Whittemore—requests that those who have neglected to apply for tickets for the banquet do so immediately. As elaborate souvenirs are to be distributed the committee must know in advance how many to expect. The banquet will be held at the Hotel Astor on March 4. The cost per plate is six dollars and applications for tickets should be made directly to the Stationers and Publishers Board of Trade, 99 Nassau street, New York City.

OBITUARY NOTES.

JOHN A. F. BOSWORTH, widely known to the book-trade, died at his home in Somerville, Mass., on February 14. For more than forty years he was associated with the American Tract Society, representing it on the road and being for a long period their Chicago agent. Three years ago he severed his connection with this house intending to retire from business, but the lure of his profession soon led him back into harness and he had been ever since with the Old Corner Book Store.

WILLIAM JASPER NICOLLS, author and well known engineer, died suddenly, February 14, in Philadelphia. He had devoted many years to the study of coal mining and railroad construction, and had written extensively on both

subjects. Mr. Nicolls was born in Camden, N. J., was educated at the Hill School, Pottstown, Pa., and in 1873 became assistant engineer of the Reading Railway. In 1880 he received the appointment of chief engineer of the Long Island Railroad, and since 1882 had been a mining and civil engineer in business for himself. Among Mr. Nicoll's books on technical subjects and of fiction are "The Railway Builder"; "Story of American Coals," 1898; "Coal Catechism," 1890; "Greystone," 1901; "A Dreamer in Paris," 1904; "Brunhilda of Orr's Island," 1908; "Daughters of Suffolk," 1910; and "Wild Mustard," 1914.

CHARLES EDWARD GRINNELL, a Boston lawyer and a writer on legal subjects, died in Boston on February 15. He was 74 years old, and was born in Baltimore. Mr. Grinnell was graduated from Harvard in 1862. He studied for the ministry at Yale and Harvard Divinity Schools. After another year's study at the University of Göttingen, he took up the study of law, and was graduated from Harvard Law School in 1876. He took up the practice of law in Boston. From 1881 to 1882 and from 1907 to 1909 he was editor of the *American Law Review*. Among his legal writings are "A Study of the Poor Debtor Law of Massachusetts and Some Details of Its Practice," 1883; "The Law of Deceit and Instances of Its Practice," 1886; "Points in Pleading and Practice Under the Massachusetts Practice Act," 1889; "A Legal View of the Inquiry Granted Rear-Admiral Schley and of Other Inquiries by Military Courts," 1902; "Subsequent Payments Under Resulting Trusts," 1887; "Why Thomas Bram Was Found Guilty," 1807; "Beyond a Reasonable Doubt," 1897; "The Task of the Jury in the Maybrick Case," 1900; "Modern Murder Trials and Newspapers," 1901.

MRS. SARAH KNOWLES BOLTON, author and temperance worker, died on February 21 at her home in Cleveland, Ohio, in her seventy-sixth year. Mrs. Bolton wrote thirty books, of which the *Famous Men and Women Series* is the best known. Among the books in this series are: "Poor Boys Who Became Famous" and "Girls Who Became Famous." Other books by Mrs. Bolton are: "Orlean Lamar and Other Poems," 1864; "The Present Problem," 1872; "How Success is Won," 1884; "Social Studies in England," 1886; "Stories from Life," 1886; "Famous American Authors," 1887; "From Heart and Nature Poems," 1887; "Some Successful Women," 1888; "Famous American Statesmen," 1888; "Famous Men of Science," 1889; "Famous English Authors," 1890; "Famous European Artists," 1890; "Famous English Statesmen," 1891; "Famous Types of Womanhood," 1892; "Famous Voyagers and Explorers," 1893; "Famous Leaders Among Men," 1894; "Famous Leaders Among Women," 1895; "The Inevitable, and Other Poems," 1895; "Famous Givers and Their Gifts," 1896; "A Country Idyl and Other Stories," 1898; "Every Day Living," 1900; "Our Devoted Friend, the Dog," 1901; "European Artists," 1902; "Emer-

son," 1904; "Raphael," 1904; "Famous American Authors," 1905.

DR. S. E. DAWSON, C.M.G., author, publisher, printer and bookseller, a man who during a long life occupied a rather unique place in Canadian literary life, died in Montreal on February 9. Born in Halifax, June 1, 1833, he removed with his parents to Montreal in 1847, where he eventually established with a brother the publishing and bookselling business of Dawson Brothers, which, by the way, is still continued by his son, Charles F. Dawson. In 1891, Dr. Dawson was honored with the appointment of Queen's Printer for the Dominion and moved to Ottawa, where for eighteen years he was in charge of the Government Printing Bureau. His work as an author had meanwhile brought him into prominence in literary circles, and soon after going to Ottawa he was elected a member of the Royal Society of Canada. Eventually he became president of this organization. Following his retirement from the office of King's Printer, Dr. Dawson returned to Montreal, where he has spent the closing years of his life in well-earned repose. His literary productions include: "A Study of Lord Tennyson's Poem, 'The Princess'" (1884); "Canada and Newfoundland" (1897); "The Voyages of the Cabots," a series of monographs (1894-7); "The St. Lawrence Basin in Its Border Lands, being the History of Their Discovery, Exploration and Occupation" (1905); "A Plea for Literature" (1908). Besides these books, Dr. Dawson made frequent contributions to magazines and to the daily press. He was much interested in the subject of copyright and served as a delegate to Washington on international copyright in 1881. Both Laval and McGill universities honored him with doctor's degrees, and ten years ago he was named by his sovereign a Companion of the Order of St. Michael and St. George.

PERIODICAL NOTES.

Everybody's Magazine, formerly published at Philadelphia, has suspended.

WITH THE NEW YEAR Humphrey Milford took up the English publication of the *Princeton Theological Review*.

Cosmopolitan will change the size of its page, beginning with the September issue, to seven inches by ten and one-quarter.

THE CURTIS PUBLISHING COMPANY, publisher of the *Saturday Evening Post*, *Ladies' Home Journal*, and *Country Gentlemen*, will carry no more cigarette advertising.

WITH THE SEPTEMBER ISSUE, *Good Housekeeping Magazine* will become a flat publication with type page seven by ten and three-sixteenths inches.

LITERARY AND TRADE NOTES.

THE FREDERICK A. STOKES Co. is sending out a publicity device for "Mrs. Balfame," which consists of a pair of scales, measuring 40x40 inches, in one pan of which is placed

a copy of "Mrs. Balfame" and in the other three weights labeled "mystery," "suspense" and "heart-interest." When the "set up" is in operation Gertrude Atherton's new book outweighs the combined weight of "mystery," "suspense" and "heart-interest."

"BARS OF IRON," by Ethel M. Dell, author of "The Way of an Eagle" and "The Keeper of the Door," will be published by the Putnams in March. Bars of Iron are symbolical of a memory that imprisons,—the memory of a sinister act that denies the soul escape from its own torture chamber. It is the story of the repression of a secret the telling of which may turn a woman's incipient love into hate, but the withholding of which leaves a man, tortured with the obligation to tell, exposed to merciless and unshared intimacy with a spectre of the past.

RETAIL dealers in the South oppose the Stephens price fixing bill almost to a man, while the manufacturers are in favor of it, according to a statement February 16 by John T. Kirby, field manager of the National Retail Dry Goods Association, who has just returned from a month's tour of Southern cities. The purpose of Mr. Kirby's trip was to address members of the association and merchants on co-operation and the organization of business with especial reference to joint efforts to promote helpful legislation and to oppose laws which might injure the interests of the dry goods trade. The association has taken a decided stand against the Stephens bill.

NEXT to 'Eric Fisher Wood's "Note Book of an Attaché," about the best jacketed war book which has come to our attention is Owen Johnson's new book, "The Spirit of France." Mr. Wood's book had for a jacket a reproduction of the author's much worn and viséd passport. The jacket of Mr. Johnson's new book is plastered with clippings of extracts, reprinted in foreign journals, of the author's interview with General Joffre originally published in *Collier's Weekly*. The notations of the clipping bureau are left on the clippings, giving an added realistic touch. The blue typed clippings on white paper, boldly surcharged with the title of the book in red—the whole representing the French national colors—make a jacket which will undoubtedly boost sales.

AND SPEAKING of jackets that sell books—Jackson Gregory's "The Outlaw," just published by Dodd, Mead & Co., deserves at least "honorable mention." Inside a most realistic, loosely coiled lariat in the center of the jacket is a small picture in color of the hero and heroine on horseback, while below, in the open noose, is the title of the book.

A JUDGMENT for \$293,881 was entered, February 9, against the S. S. McClure Company by default in favor of the West Virginia Pulp & Paper Company on a demand note for \$268,000 dated December 5, 1913, payable at 251 Fourth avenue. The company was incorporated on January 16, 1896, with capital stock of \$100,000, but has not been in active business for some time past. The company built a

big building at Long Island City for printing and publishing, but that was sold last September under foreclosure of a mortgage and was bought in, it is said, by the West Virginia Pulp & Paper Company, which held a second mortgage. The summons in the present suit was served on Royal W. France, vice president.

THE CONTROVERSY between the conflicting groups interested in the subject of railway mail pay has been renewed with unusual sharpness in Washington in the past few weeks. The reported action of the Rules Committee of the House in agreeing to bring in a provision intended to tie the post office mail pay plan to the appropriation bill is likely, if successful, it is said, to insure the passage of the measure advocated by the department through the House as a "rider" on the appropriation measure. This, however, would merely transfer the contest to the Senate. Very much the same situation was created a year ago, when the House took one course on the mail pay question, the Senate another, and finally the matter had to be dropped, leaving the situation where it was at the start.

THE INTERNATIONAL ASSOCIATION OF ANTIQUARIAN BOOKSELLERS held its annual general meeting in London on January 24th. The following members of committee retired, viz., Messrs. Marston, Mayhew, Murray, Myers, Robson, Sawyer, Stevens, Thorp, Waters (Leamington), Webb (Dublin), H. S. Young (Liverpool), Barnard (Tunbridge Wells), Barrett (Ipswich), Blackwell (Oxford), Bowes (Cambridge), Downing (Birmingham), Isaacs (Brussels), McDonough (Albany, U. S. A.), and were unanimously re-elected. Mr. Chatto was re-elected treasurer, and Mr. Karslake was re-elected secretary, and a hearty vote of thanks to both gentlemen was passed for their services. In view of the fact that there had been no social functions held by the association during 1915, the committee recommended that Mr. Gregory be re-elected president for 1916, and this was carried by acclamation.

IN AN INTERVIEW appearing recently in the New York *Times Magazine* Tudor Jenks, author of children's books and for a number of years on the editorial staff of *St. Nicholas*, says that one of the curses of our juveniles is their multiplicity. "The modern boy knows that the circulating library, with its thousands of volumes, is pathetically imploring him to take advantage of it, and that in a corner of it is the special children's table, piled high with books. But the largeness of it and the quantity of books it presents to his notice overwhelm him, and he no longer counts the reading of a book a pleasure. Ruskin said that he wished that every book cost a guinea. Like most of the things that he said, this was a thousand times wiser than his generation realized. It is a pity that the number of our books, and specially the number of our children's books, cannot be arbitrarily limited. What our children's books need is an improvement in quality, a considerable decrease in quantity, and

possibly a sort of specialization—an adaptation, so that a different sort of book would be written for the town boy than that written for the country boy. It seems to me that some sort of specialization like this is inevitable."

THE GRAND TOTAL for the sale at the Anderson Galleries of the personal letters, manuscripts and other effects of Robert Louis Stevenson, which were offered at auction by his step-daughter, was \$83,116.45. George D. Smith paid \$387.50 for a letter descriptive of a trip to the Shetland Islands, written by Stevenson to his mother in 1869, when he was nineteen, and \$250 for another to his mother in which he mentioned the small sum of £20 for "Virginibus Puerisque." Mr. Smith also gave \$235 for a four-page letter written by Stevenson to his father during the early stages of his work, "Kidnapped," and \$190 for a copy of *The Schoolboys' Magazine*, the first of the numerous magazines started by Stevenson in his schoolboy days, and the only one that survives. Mr. Smith paid \$135 for a letter from Stevenson to his mother in 1878, alluding to the favorable reviews of "An Inland Voyage," in which he wrote: "I was more surprised at the tone of the critics than, I suppose, any one else. And the effect it has produced on me is one of shame. If they liked that so much, I ought to have given them something better, that's all." In April, 1886, writing home from Birmingham on his panicky emotions over landing again in England, he signed the letter: "I am yours (I think) Hyde, (I wish) Jekyll." Mr. Smith paid \$175 for the letter, and \$125 for a letter from Bournemouth in 1886, in which he gives this opinion of a portrait John W. Alexander had just painted of him: "Alexander did a good thing of me at last. It looks like a mixture of an Aztec idol, a lion, an Indian rajah and a woman, and certainly represents a mighty comic figure. Fanny and Sam (Lloyd Osbourne) both think it is the best thing that has been done of me up to now."

BUSINESS NOTES.

CHARLESTON, S. C.—J. T. & M. C. Gittman, owners of Gittman's Book Shop, Columbia, S. C., will open a store in Charleston, S. C., on March 1. The Charleston store will be under the management of H. Tudor Edwards, an experienced book man from London.

CHICAGO, ILL.—The Whitman Publishing Company has just been organized for the purpose of publishing attractive children's books, as well as miscellaneous and novelty publications, and will be ready for business March first, 1916. It will start out with fifty new numbers. Thirty-three of these are juveniles and the balance includes a Graduate book, gift booklets, a new translation of "Heidi," etc. All are profusely illustrated. Among the new concern's writers are Mary H. Wade, Elizabeth Gordon and Elizabeth Billings Stuart, while its artists include Louis Betts, Warner Carr, Hazel Frazee, Harry Rountree, etc. Travelers are: M. A. Whitman, east and west;

C. H. Van Vliet, the middle west; and L. W. Howe, the southwest.

ELMDALE, KANS.—L. B. Breese, bookseller and stationer, is reported to have sustained a loss by fire.

EUGENE, ORE.—A. H. Eaton, bookseller and stationer, is succeeded by the Church and School Publishing Co.

FLORENCE, S. C.—The Carolin Book & Stationery Company has been discontinued.

GREENCASTLE, IND.—Edw. C. Hamilton is reported to have purchased a half interest in Sayer's Book Store.

LOS ANGELES, CAL.—B. A. Rogers & Co. have been succeeded by A. C. Vroman.

NEW YORK CITY.—On February 1st Dodd, Mead and Company was incorporated as Dodd, Mead and Company, Inc., with capital stock of \$100,000. The officers are: Edward H. Dodd, president; F. W. Tufts, vice-president; Frank C. Dodd, treasurer; Arthur M. Chase, secretary.

POWERS, ORE.—Mrs. M. E. Raymond has opened a book and stationery shop.

ROCKLAND, ME.—E. R. Spear & Co. have suffered a loss by fire.

TACOMA, WASH.—P. K. Pirret & Co. have started in business at 910 Broadway. Mr. Pirret for a number of years was with the Lowman & Hanford Co. and for the past five years has been manager of books and stationery at Rhodes Bros.' department store.

VANCOUVER, B. C.—The University Book Supply Co. has assigned its estate, real and personal, for the benefit of its creditors.

WILLIAMSPORT, PA.—J. B. Otto, dealer in books, has gone out of business.

AUCTION SALES.

FEB. 28 AND 29 AT 2:30 AND 8:15 P. M. (Four sessions.) Catalogue: Rare books from the library of the late Mrs. Gertrude Cowdin with additions. (No. 1204; 1125 lots.)—*Anderson*.

FEB. 29 AT 10:35 A. M. (One session.) Catalogue: Rare Americana from three sources. (No. 48, 262 lots.)—*Heartman*.

Forthcoming Books

WEEK BEGINNING FEBRUARY 28.

Adams, C. F. Charles Francis Adams, an autobiography. H. Mif. \$3 n.
Aiken, Conrad. Turns and movies. H. Mif. 75 c. n.
Burns, C. Delisle. The morality of nations. Put.
Burroughs, Edg. R. The beasts of Tarzan. McClg. \$1.30 n.
Craig, Katharin T. Stars of destiny. Dutt. \$2 n.
Cullum, R. The golden woman. Jacobs. \$1.35 n.
D'Annunzio, Gabrielle. The honeysuckle. Stokes. \$1.25 n.
Davenport, Briggs. The history of the great war, 1914. v. 1, The Genesis. Put. \$2.50 n. (?)
Drew, J. H. Embroidery and design. Dutt.
Farjanel, F. Through the Chinese Revolution. Stokes. \$2.50 n.
Forbush, W. B. Guide-book to childhood. Jacobs. \$2.50 n.
Ferguson, A. N., & Johnson, Constance. Book of odd recipes from many homes. Dutt. \$1.50 n.
Garnett, L. A. Master Will of Stratford: a Midwinter Night's dream. Macmillan. 50 c. n.
Hatcher, O. L. Guide for Shakespeare productions and pageants. Dutt. \$2 n.
Hopkins, R. T. Rudyard Kipling, a literary appreciation. Stokes. \$3.50 n.
Hyamson, Albt. M. A dictionary of universal biography of all ages and all peoples. Dutt. \$7.50 n.
Jung, C. G. The psychology of the unconscious. Mof., Y.
Kinkead, C. Common clay. Clode. \$1.25 n.
McLaren, Amy. The heir of Duncarron. Put. \$1.35 n.
Macnamara, Rachel Swete. Drifting waters. Put. \$1.35 n.
Monroe, H., & Henderson, A. C. The new poetry. Macm. \$1.50 n.
Ramsay, W. R. Infancy and childhood. Dutt. \$1.25 n.
Raymond, W. L. American and foreign investment bonds. H. Mif. \$3 n.
Rexford, E. E. The making of a home. Jacobs. \$1.25 n.
Sams, Conway W. Conquest of Virginia, the forest primeval. Put.
Sherrill, C. H. Modernizing the Monroe Doctrine. H. Mif. \$1.25 n.
Slattery, C. L. The gift of immortality. H. Mif. \$1 n.
Stephens, Kate. The mastering of Mexico. Macmillan. \$1.50 n.
Usher, Roland G. The challenge of the future. H. Mif. \$1.75 n.

WEEK BEGINNING MARCH 6.

Dunn, J. D. A-B-C of golf. Harp. 50 c. n.
Forman, Justus M. The twin sisters. Harp. \$1.35 n.
Hagedorn, Herman. The great maze, the heart of youth; a poem and a play. Macm. \$1.25 n.
Kerr, Sophie. Love at large. Harp. \$1.25 n.
Kussy, N. The abyss. Macm. \$1.50 n.
Lee, Jennette. The symphony play (4 plays). Scrib. \$1 n.
Mackay, Constance D'A. Memorial Day pageant. Harp. 25c. n.
Morris, Edw. B. Our Miss York. Penn. \$1.25 n.
Rohmer, Sax. The return of Fu-Manchu. McB. \$1.35 n.
Roosevelt, Thdr. A book-lover's holidays in the open. Scrib. \$2 n.
Ruhl, Arth. Antwerp to Gallipoli. Scrib. \$1.50 n.
Scherer, J. A. B. The Japanese crisis. Stokes. 75c. n.
Smyth, Newman. The meaning of personal life. Scrib.
Tarkington, Booth. Seventeen. Harp. \$1.35 n.
Williams, Taunton. Royal auction bridge. McB. 75c. n.

WEEK BEGINNING MARCH 13.

Allen, James Lane. A cathedral singer. Cent. \$1 n.
Bangs, J. Kendrick. From pillar to post. Cent. \$1.60 n.
Bonger, W. A. Criminality and economic condition. (Mod. Criminal Science Ser.) Lit., B. \$5.50 n.
Bowers, E. F. Side-stepping ill health. Lit., B.
Bragdon, C. Four dimensional vistas. Knopf. \$1.25 n.
Crespigny, C. de. Where the path breaks. Cent. \$1.30 n.
Ford, W. C., ed. The writings of John Quincy Adams. v. 4. Macm. \$3.50 n.
Hayden, Arthur. Chats on old silver. Stokes. \$2.50 n.
Hewlett, Maurice. Frey and his wife. McB. \$1 n.
Kauffman, Reginald W. The silver spoon. Mof., Y. \$1.35 n.
Orth, S. R. The imperial impulse. Cent. \$1.20 n.
Prouty, Olive H. The fifth wheel. Stokes. \$1.35 n.
Rockwell, F. P. Around the year in the garden. Macm. \$1.50 n.
Sologub, F. The little demon. Knopf. \$1.50 n.
Stokes, Anson Phelps. What Jesus thought of himself. Macm. \$1 n.
Watts, Mary S. The rudder. Macm. \$1.50 n.
White, W. Allen. God's puppets. Macm. \$1.25 n.
Wright, Richardson, ed. Low cost of suburban homes. McB. \$1.25 n.

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. indicates that the book is copyrighted; if the copy-right date differs from the imprint date, the year of copyright is added. Where not specified the binding is cloth.

A colon after initial designates the most usual given name, as: A: Augustos; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Ti. (32mo: 12½ cm.); Fe. (48mo: 10 cm.); Sq., obl. mar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

Acton, J: H. Uncle Jack's discovery; sixty short true, strange, interesting and instructive stories about animals, birds, fishes, reptiles and insects; with a prize love-letter to young America. [Portland, Ore., Metropolitan Press] c. '15 212 p. 12° \$1

Addresses at patriotic and civic occasions; by Catholic orators. In 2 v. N. Y., J. F. Wagner [23 Barclay St.]. c. '15 8° \$3 n.

Alden, Raymond Macdonald. The forest full of friends; il. by Harold Speakman. [New ed.] Indianapolis, Bobbs-Merrill. c. '06-'15 no paging D 50 c. n.

The hunt for the beautiful; il. by Sidney E. Fletcher; decorations by G: H. Samuels. [New ed.] Indianapolis, Bobbs-Merrill. c. '06-'15 no paging D 50 c. n.

American Geographical Society of New York. Memorial volume of the Transcontinental excursion of 1912 of the society. N. Y., The society [Broadway and 156th St.]. '15 12+407 p. (bibs.) il. pls. (1 fold.) pors. maps (1 fold.) diags. 4° \$5 n.

Analysis of diplomatic papers issued by Austro-Hungarian, Belgian, English, French, German and Russian governments. N. Y., F. C. Stechert. no paging 8° pap. 50 c. Corrected price.

Anspacher, L: Kaufman. The unchastened woman; a modern comedy in three acts. N. Y., Stokes. c. 276 p. por. D \$1.25 n.

Antrobis, Mrs. Mary Symonds. Elementary embroidery. N. Y., Macmillan. '15 182 p. il. (part col.) sq. D bds. \$1 n.

Arranged so it furnishes an outline for the teacher, or a text-book for the beginning student.

Armstrong, E: Cooke. Syntax of the French verb; [Exercises to accompany Armstrong's Syntax of the French verb, by C. J. Cipriani.] 2d ed., rev. N. Y., Holt. c. '15 7+124+59 p. D 90 c.

Atherton, Gertrude Franklin Horn. The Californians. New ed. N. Y., Stokes. 351 p. 12° \$1.35 n.

Julia France and her times. New ed. N. Y., Stokes. 533 p. 12° \$1.35 n.

Patience Sparhawk and her times. New ed. N. Y., Stokes. 488 p. 12° \$1.35 n.

Splendid idle forties. New ed. N. Y., Stokes. 359 p. il. 12° \$1.35 n.

Tower of ivory. New ed. N. Y., Stokes. 466 p. 12° \$1.35 n.

Ballard, Anna Woods, and Krause, Carl Albert, eds. Short stories for oral German. N. Y., Scribner. c. '15 9+179 p. double

map D (Walter-Krause German ser.) 80 c. n.

Barcynska, Helene, Countess. The honey-pot. N. Y., Dutton. c. 324 p. col. front. D \$1.35 n.

How two girls who were struggling on the comic-opera stage became friends and did what they could to help each other through temptation. How one of them succumbed and how both found happiness in the end.

Bassett, J: Spencer. The life of Andrew Jackson. New ed. [2 v. in 1 v.] N. Y., Macmillan. c. '11 16+766 p. il. pls. pors. maps O \$2.50 n.

Batiffol, Louis. The century of the Renaissance; [crowned by the Académie des Sciences Morales et Politiques]; tr. from the French by Elsie Finimore Buckley; with an introd. by J: E: Courtenay Bodley. N. Y., Putnam. 17+428 p. O (National history of France) \$2.50 n.

First in point of issue in a seven volume history of France, each period to be treated by a different historian, under the editorship of Fr. Funck-Brentano.

Battledore (A). Facsimile ed. prepared by C: Welsh. Yonkers-on-Hudson, N. Y., World Bk. Co. '09 8 p. il. 32° (Earliest books for children) \$3; set \$20

Bell, Ralcy Husted. The philosophy of painting; a study of the development of the art from prehistoric to modern times. N. Y., Putnam. c. 8+238 p. O \$1.25 n.

Deals scientifically with problems of interest to the practical painter, with historic aspects of the art, of value to collector and antiquary; with conjectural projections from known fact and long experience, and with constructive philosophy.

Belmont, Alva E. Smith [Mrs. O. H. P. Belmont], and Maxwell, Elsa. Melinda and her sisters; music and lyrics by Elsa Maxwell; first produced at the Waldorf Astoria, Feb. 18, 1916. N. Y., R. J. Shores [1961 Broadway]. c. 58 p. D bds. 50 c. n.

Comic opera which provides opportunities for seven Pepper girls to show off their accomplishments in drawing-room tricks, before Melinda's entrance. She is the skeleton in this family closet, only she "doesn't stay put," but works bravely for the cause of justice called suffrage.

Bells (The) in the Revolution; a record of American soldiers and sailors of 1776 of the name of Bell. Limited ed. N. Y., W. M. Clemens. 14 p. O pap. \$1

Bible. Gems from the Bible. [N. Y., Christian Herald, Bible Ho.] c. '15 166 p. 12° \$1

Bloomfield, Meyer. Youth, school, and vocation; with an introd. by H: Suzzallo. Bost.,

Houghton Mifflin. c. '15 5+274 p. (6 p. bibl.) forms diagrs. 12° \$1.25

Boehmer, Heinrich i. e. Arthur Heinrich. Luther in light of recent research; tr. by Carl F. Huth, jr. N. Y., Christian Herald. c. 413 p. il. pls. pors. 8° \$1.50 n.

Bonner, Geraldine [Hard Pan, pseud.]. The Black Eagle mystery; il. by Frederic Dorr Steele. N. Y., Appleton. c. 308 p. pls. D \$1.30 n.

After a stormy interview on the eighteenth floor of the big office building, "The Black Eagle," Harland is found dead on the sidewalk, and Barker, his partner, disappears. The papers all announce the suicide of Harland, but a lawyer and two detective friends call it murder and strike a clue that leads to a young and beautiful woman. But they are all proved wrong by Molly Babbitts, the lively telephone operator of "The girl at central," and by the murdered man himself!

Boudin, Louis Boudianoff. Socialism and war. N. Y., New Review Pub. Assn. [256 Broadway]. c. '15 267 p. D \$1 n.

Lectures delivered in New York in 1914. *Contents:* Clearing the ground; The economic causes of the war; The ideologic causes of the war; The immediate causes of the war and the stakes involved; The war and the Socialists; Socialist vs. bourgeois theories.

Brinton, Christian. Impressions of the art at the Panama-Pacific Exposition; with a chapter on the San Diego Exposition and an introductory essay on the modern spirit in contemporary painting. N. Y., J. Lane. c. 203 p. (4½ p. bibl.) il. pls. (part col.) Q bds. \$3 n.

Reproductions of the art of the Panama-Pacific Exposition, with text commenting upon it. Includes chapters on American and foreign painting. Index.

Brooklyn Institute of Arts and Sciences. Museum. Bibliography of Japan: costume, armor, flower arrangement, gardens, archery, architecture, games, sculpture; by Stewart Culin. Brooklyn, N. Y., The institute. 12 p. Q pap. 10 c.

Brothers, Minnie E. Bread making and bread baking, embracing selections in pastry, general cooking, canning, preserving, pickling, jelly making, and candy making. Minneapolis [The author]. c. '15 128 p. il. 8° \$1.25

Bryan, W: Fk., and Crane, Ronald S., eds. The English familiar essay: representative texts; ed. with introd. and notes. Bost., Ginn. c. 60+471 p. D \$1.25

Editors are, respectively, associate professor of English and assistant professor of English, Northwestern University.

Bülow, Frau Babette Eberty von [Hans Arnold, pseud.]. Fritz auf ferien; ed. by A. Appelmann. N. Y., Scribner. c. '15 11+135 p. D (Walter-Krause German ser.) 50 c.

Bush, Coleman Hall. Uniform business law; with business forms and illustrative cases. Balt., H. M. Rowe Co. [624 N. Gilmore St.] c. '15 10+465 p. D \$1.50; buckram \$1.75

Material arranged in logical and organic relation, but as each division is complete in itself, it may be taken in any order suited to the needs of the school.

Butterick Publishing Co., Limited. The dressmaker; a complete book on all matters connected with sewing and dressmaking from the simplest stitches to the cutting, making, altering, mending and caring for the

clothes. A new ed., rev. and enl. N. Y. [The author, 223 Spring St.] c. 138 p. il. 8° \$1

Chap-book (A). Facsimile ed. prepared by C: Welsh. Yonkers-on-Hudson, N. Y., World Bk. Co. '09 16 p. il. 8° (Earliest books for children) \$3; set \$20

Child (The) welfare manual; a handbook of child nature and nurture for parents and teachers; prepared by the editorial bd. of the University Society, with the assistance of Michael V. O'Shea, and others. In 2 v. N. Y., University Soc. [44 E. 23d St.] c. '15 (4 p. bibl.) il. 8° \$5.95 (subs.)

Clay, Alb. Tobias. Miscellaneous inscriptions in the Yale Babylonian Collection. New Haven, Ct., Yale Univ. c. '15 8+108 p. + 50 pls. F (Yale Oriental ser. Babylonian texts) \$5 n. bxd. (500 copies)

First of a series that will place the 8000 Sumarian and Akkadian inscriptions and other antiquities of the Yale collection at the disposal of scholars. Transliteration of the several texts is given in different types. 49 of the plates are autographed texts, other 6 are photogravures. Includes new data in support of Prof. Clay's theory that Hebrews and other western Semites did not have their origin in Babylonia, as generally accepted, but in Amurru and Aram.

Clemens, W: Montgomery, ed. Early marriage records of the Hopkins family in the United States; official and authoritative records of Hopkins marriages in the original states and colonies from 1628 to 1865. N. Y., The editor. 52 p. O pap. \$2

Early marriage records of the Lamb family in the United States; official and authoritative records of Lamb marriages in the original states and colonies from 1628 to 1865. N. Y., The editor. 39 p. O pap. \$2

Cohen, Julius H: Law and order in industry; five years' experience. N. Y., Macmillan. c. 18+292 p. D \$1.50 n.

From his close connection with the inception and construction of the Protocol and the institutions created by it, author writes of its importance, industrial and social, and its achievements to date.

Cole, Alfr., and Whitman, C: Foster. A history of Buckfield, Oxford County, Maine, from the earliest explorations to the close of the year 1900. [Lewiston, Me., Lewiston Journal Co.] c. '15 758 p. il. pls. pors. plan 8° \$5 n. bxd.

Coward, H: Choral technique and interpretation. N. Y., H. W. Gray Co. [2 W. 45th St.] c. '14 333 p. 2 pls. 8° (Handbooks for musicians) \$2.50

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Autobiography of the Ohio ex-senator and governor which gives much information about the Republican Party and the politics generally of the last fifty years. Author's busy career brought him into connection with many prominent men, of whom he writes and whose letters he quotes.
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- cis St.] '15 12 p. 8° (Bulletin of bibliography pamphlets) pap. 25 c. n.
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- Hogan, Louise E. Shimer [Mrs. J: L. Hogan].** Diet for children; a complete system of nursery diet with numerous recipes; also many menus for young and older school children; a home and school guide for mothers, teachers, nurses and physicians. [New ed.] Indianapolis, Bobbs-Merrill. c. '02-'16 116 p. tabs. S 75 c. n. Formerly published by Doubleday, Page & Co.
- Horn (A) book.** Facsimile ed. prepared by C: Welsh. Yonkers-on-Hudson, N. Y., World Bk. Co. '09 2 p. 16° (Earliest books for children) \$3; set \$20
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Contents: The tragedy of Nan; The Campden wonder; Mrs. Harrison.

Formerly published by Mitchell Kennerley.

Mason, Dan. Gregory, and Mason, Mary L. The appreciation of music. v. 2, Great modern composers; biographical sections by Mary L. Mason. N. Y., H. W. Gray Co. c. 8+228 p. O \$1.50

Sequel to "The appreciation of music." Continues the study of music from the death of Beethoven (1827) through the most important of the romantic composers and the composers of program music down to the present, ending with Strauss and Debussy.

Merrill, W. A: Criticism of the text of Lucretius; with suggestions for its improvement. Pt. I, Bks. 1-3. Berkeley, Cal., Univ. of Cal. 46 p. O (Pubs. in classical philology) pap. 45 c.

Mez, J., comp. and ed. Peace literature of the war; material for the study of international polity. N. Y., Am. Assn. for Internat. Conciliation, 407 W. 117th St. 23 p. D (Special bull.) pap. Contains annotations.

Middlesex Co., Mass. Probate Court. Index to the Probate records of the County of Middlesex, Massachusetts; first [and second] series; prepared under the supervision of S: H. Folsom and W: E. Rogers. In 2 v. [1st ser., From 1648 to 1871; 2d ser., From December 31, 1870, to January 1, 1910.] Cambridge, Mass. [Middlesex Co. Probate Ct.] '14 f° v. 1, \$13.03; v. 2, \$21.38

Mighels, Ella Sterling Clark [Mrs. P. V. Mighels]. Fairy tale of the white man; told from the gates of sunset; cover and il. by W. Kimball Briggs. San Francisco, Pacific Publication Co. c. '15 72 p. 8° \$1

Missouri. State Library. Law Dept. Catalog of the Law Department of the library; comp. by G: E. Smith and A. J. Menteer. Jefferson City, Mo. [The library] '15 436 p. 8° gratis

Montgomery, Rob. Hiester. Auditing, theory and practice. 2d ed. rev. N. Y., Ronald Press. 900 p. 8° limp leath. \$5

Moore, Mrs. N. Hudson Woodbridge. Children of other days. New ed. N. Y., Stokes. '15 76 p. il. 4° \$1.50 n.; Baby Stuart binding \$1.25 n.

Morrison, G: H., D.D. The wind on the heath; Sunday evening addresses from a Glasgow pulpit. N. Y. [Doran] '15 12+295 p. O \$1.35 n.

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New England primer. Facsimile ed. prepared by C: Welsh. Yonkers-on-Hudson, N. Y.,

World Bk. Co. '09 80 p. col. il. 32° (Earliest books for children) \$3; set \$20

New York charities directory; a reference book of social service; in or available for Greater New York; by Lina D. Miller. 25th ed. N. Y., Charity Organization of N. Y. C. [105 E. 22d St.] 41+734 p. D \$1

Nasmyth, G: Social progress and the Darwinian theory; a study of force as a factor in human relations; with an introd. by Norman Angell. N. Y., Putnam. c. 23+417 p. D \$1.50 n.

Philosophy of force, according to the author, is the real cause of the breakdown of civilization in Europe. Moreover, its claims to a scientific foundation in Darwin's theory of "the struggle for existence" are a contradiction of Darwin's ideas of social progress through justice and the moral law.

National Institute of Social Sciences. Journal of the institute; Lillie Hamilton French, ed. [Bost., Bost. Bk. Co.] '15 242 p. O \$1.50

Partial contents: Art exhibits in America, by Cornelia B. Sage; Magna Charta, by Elihu Root; The menace of racial deterioration, by Irving Fisher; Street traffic regulation, by William Phelps Eno; The Brooklyn Botanic Garden, by C. Stuart Gager; The city and the flag, by John H. Finley; Work of the American Red Cross since Aug. 1, 1915, by Mabel T. Boardman; The Russell Sage Foundation, by F. Schneider, Jr.; The automatic drama, by Otis Skinner.

1915 C. P. A. problems and solutions. v. 2, Illinois, May 1915; New York, June, 1915; Massachusetts, October, 1915; Missouri, December, 1914. N. Y., Ronald Press. 375 p. 8° \$3

Owen, Roberts Bishop. Recognition: a logical and experimental study. Princeton, N. J., Psychological Review Co. '15 154 p. 8° (Psychological monographs) pap. \$1.50

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Romance of western Canada, in which politics and money play a part. Whittemore arrives in a small Canadian town just at the time when Eileen Conway disappears under the cloud of an entanglement with Harry Garth. Whittemore meets her again as nurse in a hospital. Story centers about their romance and that of Whittemore's nephew and Lesley Johns, a bright young newspaper woman persecuted by a married man.

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Advances theory that play, laughter, profanity, alcohol, war, are the forms in which the overtaxed higher nerve centers find relief by reverting to inherited savage instincts. Cultivation of first two along simple lines and of good physique will be the way out of many of the gravest problems of to-day. Author is professor of philosophy in University of Iowa.

Reade, C: The cloister and the hearth. Holiday ed. N. Y., Harper. '15 1233 p. 8° \$2 n.; silk \$2.50 n.

Reely, Mary Katharine, comp. Selected articles on world peace; including international arbitration and disarmament. 2d ed. enl. White Plains, N. Y., H. W. Wilson Co.

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Canada Ry. Comm. 2d Annual 1907.

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Canada, Manitoba, Public Utility Commission, 1912 and 1914.

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Jarves Jas. Jackson, Art of Old Japan, Hurd & H., 1876.

The Bibliopole, 539 Second Ave., New York.
Edgar Allen Poe, Works of, in German.
Casey, Coleopterological Notices, 3-4, 1892.
Fall, Species of Magadalis, Am. Ent. Soc. Trans., vol. 39.

Dietz-Genera Anthonomin, Am. Ent. Soc. Trans., vol. 18.

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Chemical Abstracts, 1909, 1910.
U. S. Dispensatory, 1, 2, 3, 4, 6, 7, 8, 11, 18 editions.
Mo. Botanical Garden Report, v. 20, 1909.

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Element. Sch. Teacher, May, 1907.
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Boston Medical Library, 8 The Fenway, Boston, Mass.

Garden Magazine, April, 1912, Oct., Nov., Dec., 1914, 1915 complete.

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- American Journal of the Medical Sciences, Oct. 1915.
- The City Library Association, Springfield, Mass.
- Adler, E. N., Jews in Many Lands, 1905.
- Anderson, C. L., Instrumental characteristic rhythms, vol. 1, Elmer and Anderson, 1900.
- Canning, A. S. G., History in Scott's novels, 1905.
- McAlpine, D., Zoological Atlas, including comparative anatomy, Century, 1884, vol. 2, Vertebrata.
- The Arthur H. Clark Co., Caxton Building, Cleveland, O.
- Shakespeare, comp. works, in 1 vol. about 1880.
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- Zeisberger, David, Diary of, 1885.
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"G. J. C., care Publishers' Weekly.

C. Johnson, What They Say in New England, Boston, Lothrop, 1896.
Wm. Archer, Poets of the Younger Generation, Lane, 1902.

V. F. Boyle, Serena, Barnes.
Bucke, Walt Whitman.
De Curel, L'ensers d'une sainte. trans. Doubleday.
Great Men and Women of History, Their Portraits in Munich Pinakothek, Kirchner, 1885.
Gostwick, English Poets, N. Y., Stroefor, 1885.
Joyce, Legends of the War in Ireland, Boston, 1870.
Keary, Vikings in Western Christendom, Putnam.
Macdonald, In the Abruzzi, Stokes.
R. A. Niehaus, The Sculpture of Chas. Henry Niehaus, De Vinne.

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Lake Mohonk Conf. Friends of Indian, nos. 1, 2, 3, 1883-5.
Langdon W. Moore, Life of.
N. E. Hist. and Gen. Register, vol. 15, and Oct. 1861.
Riley's Narrative, 1st ed., also Sequel to Narrative.
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National Geographic Magazine, Oct. 1914, and March 1915.

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 Stanley, A Mile of Gold, Alaska, Chicago, 1898.
 Freeman, Hist. Kansas, Caldwell, 1892.
 Prosser, History Puget Sound Country, 1903.
 Zoology of Beechey's Voyage, 1839.
 Loring, Memoir of Sturgis, Boston, 1864.
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 Cooks, Conquest of N. Mexico 1878.
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 Lowndes, Bibl. Manual, set or odds.
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 Burgess, Civil War and the Constitution, 2 vols., 1901.
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 Miller, Microorganisms of Human Mouth.

Long Island Book Exchange, Glen Cove, N. Y.
 Cassier's Magazine, vol. 40, number with pp. 515-528.
 Balfour, Stevenson, Life of, Scribner, 1901, 8vo. red cloth, vol. 1 only.

Loring, Short & Harmon, Portland, Me.

English Actors, Henry B. Baker, Holt.
 Light Invisible, Benson.
 Romance of Old New England Rooftrees, Crawford Page.
 Masters of Men, Robertson, Doubleday.

Louisville Free Public Library, Louisville, Ky.

Henning Statutes, continuation by Shepherd, vols. 2-3, 1835-36.
 Tighe Hopkins, Man in the Iron Mask, London, Hurst, 1901.
 Samuel S. Porman, Narrative of a Journey Down the Ohio and Mississippi in 1780-90 with a Memoir and Illustrative Notes by Lyman C. Draper, Cin., 1888.
 Francis Baily, Journal of a Tour in Unsettled Parts of North America in 1796 and 1797, London, 1856.
 Thomas L. Nichols, Forty Years of American Life, 2 vols., London, 1864.
 Proc. Amer. Antiq. Soc., vol. 2.
 T. Pownall, Topographical Description of Such Parts of North America as Are Contained in the Map of the Middle British Colonies, London, 1776.
 M. St. John, Letters d' un cultivateur Americain, 3 vols., Paris, 1787.
 Henry Tudor, Narrative of a Tour, 1831-32, in North America, 2 vols., London, 1834.

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 Dunn, Massacres of the Mountains, 1886.
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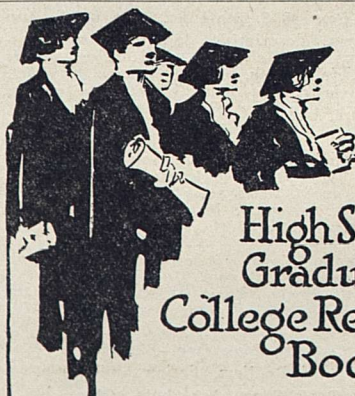
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